person who constitutes a threat to the security requirements of the country or has any conflict of interest with Air India or its affiliates.

- The bidder could also get disqualified if the Government of India is not satisfied with the source of funds/ownership structure of the bidder.
- In the case of Indian Airlines, an additional condition was that the air transport carriers in India were not permitted to participate in the sale.
- As regards valuation and transparency of assets, a detailed valuation exercise would be undertaken by the global advisor based on standardized valuation methodology. In the case of Air India, Government has decided to obtain in addition valuation reports from two independent valuers, other than the global advisors.

(c) and (d) The Government will go ahead with disinvestment even if a single price bid offer is made, provided the single bid exceeds the reserve price, based upon the valuation reports received by the Government.

(e) The government, in consultation with various organizations, have put in place a transparent procedure including standardization of valuation methodology which should obviate controversy.

Serials on the National and Metro Channel of DD

†*118. SHRI JANESHWAR MISHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that rural India is not being shown in ongoing serials on the national and metro channels of Doordarshan;

(b) whether it is also a fact that most of the serials are centred around degenerating neo-rich class of cities; and

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†Original notice of the Question was received in Hindi.

(c) if so, whether Government propose to check this trend; if so, by when?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) The National Channel of Doordarshan is the Public Service Broadcaster, and Prasar Bharati has informed that it telecasts all types of programmes on information, education and entertainment. Doordarshan-Metro is an Entertainment Channel where the content is driven by market conditions. Besides programmes on News & Current Affairs, Special Audience Programms are telecast which deal with rural viewers. The educational programmes represent rural culture and background. Prasad Bharati has intimated that majority of the sponsored programmes telecast have an urban background, but the genre of these are of common interest to the rural and urban population.

In order to increase programmes with rural background, Prasar Bharati has entered into a collaborative arrangement with the Rural Development Ministry to produce programmes on Rural Housing, Gram Swarozgar Yojana, Gram Samridhi Yojana, Panchayati Raj, Rural Social Assistance Programme, etc.

Grant-in-Aid to colleges of Indian System of Medicines

*119. SHRI S. AGNIRAJ: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether it is a fact that the Indian System of Medicines Colleges are not very popular in the country;

(b) if so, what steps are being taken to make this system more popular;

(c) what is the total grant-in-aid given to these institutions annually, State-wise; and

(d) what are the main parameters adopted in deciding the grants?

THE MINISTER OF HEALTH AND FAMILY WELFARE (DR. C.P. THAKUR): (a) The colleges of the Indian Systems of Medicine are becoming increasingly popular which is evident from the